



Talk TARO 2 Me: Rebranding, Redesigning and Relaunching
Texas Archival Resources Online

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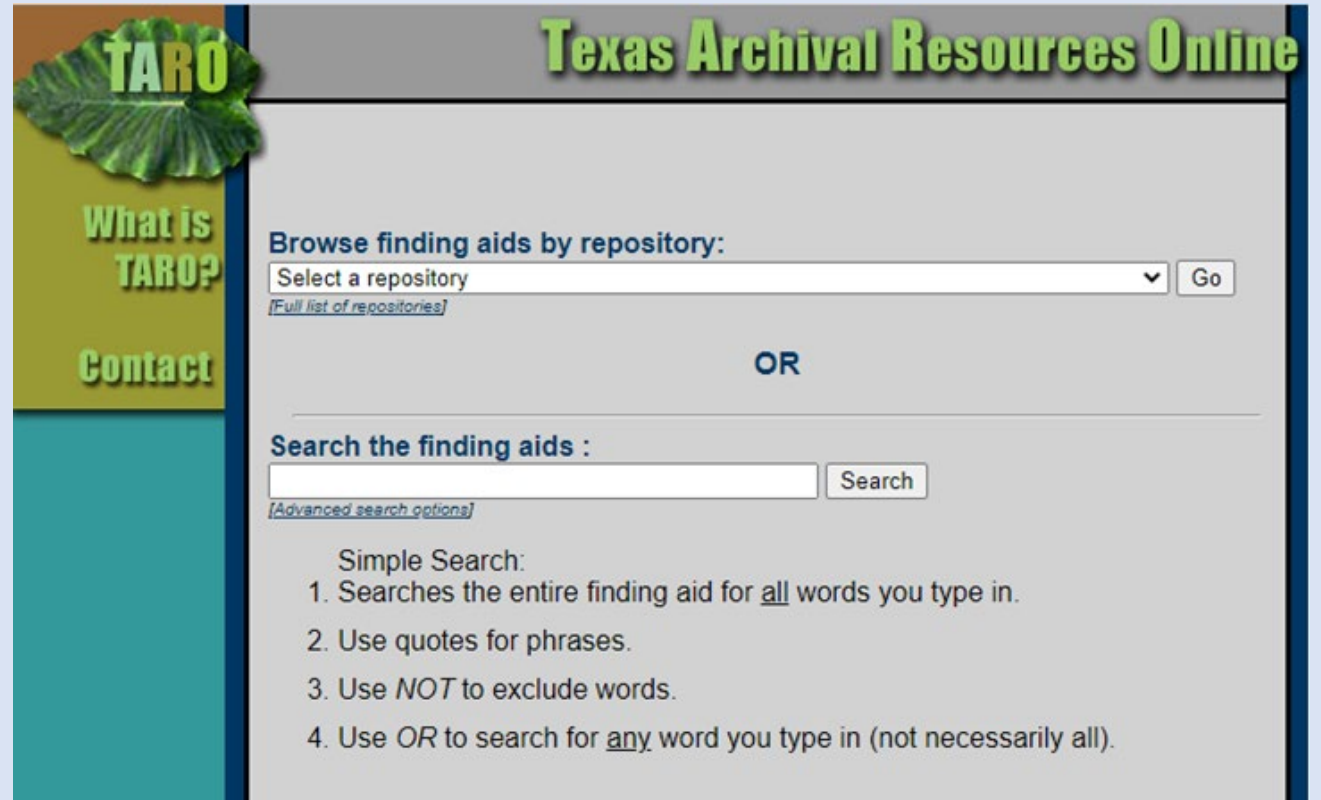
Chair, Texas Archival Resources Online Steering Committee

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The Timeline

- NEH Planning Grant 2014
 - Work to be completed 2015-2016
- NEH Implementation Grant 2018
 - Work to be completed: 2019-2022
 - Overhaul of the website from the administrative aspects of accounts, security and file uploads, to the public interface and search functionalities
- Beta Launch Admin May 18, 2021
- Beta Launch Public July 13, 2021
- Final Launch October 11, 2021
- End development; retire legacy site December 31, 2021



The screenshot shows the homepage of the Texas Archival Resources Online (TARO) website. The header features the TARO logo (a green leaf with the text 'TARO') and the title 'Texas Archival Resources Online' in a green, stylized font. A vertical sidebar on the left contains the text 'What is TARO?' and 'Contact'. The main content area is divided into two sections: 'Browse finding aids by repository:' and 'Search the finding aids :'. The 'Browse' section includes a dropdown menu labeled 'Select a repository' with a 'Go' button and a link to '[Full list of repositories]'. The 'Search' section includes a search input field with a 'Search' button and a link to '[Advanced search options]'. Below the search section, there is a 'Simple Search:' section with four numbered instructions: 1. Searches the entire finding aid for all words you type in. 2. Use quotes for phrases. 3. Use *NOT* to exclude words. 4. Use *OR* to search for any word you type in (not necessarily all).

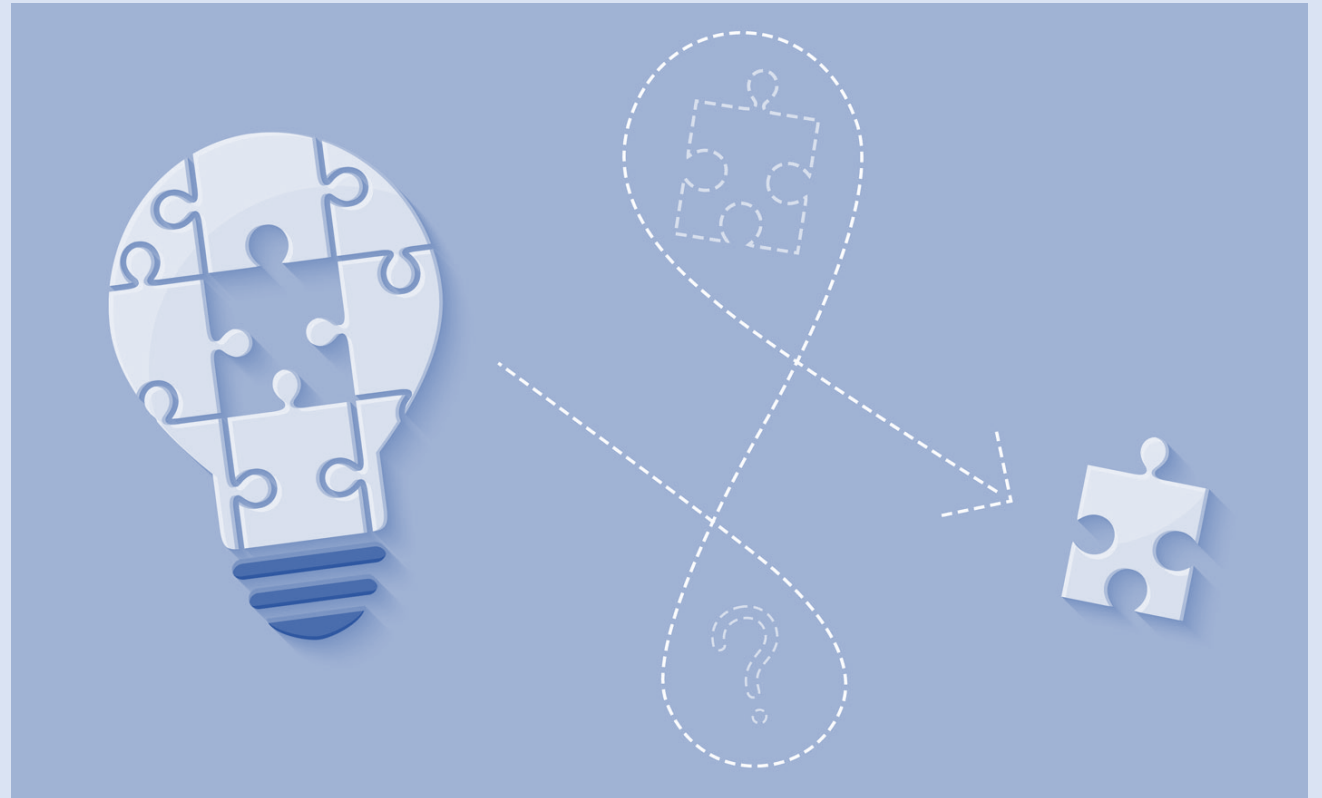
The Troubles

- Covid 19 Pandemic (2020-)
- Snowmageddon (2021)
- Data remediation: 15,000+ Encoded Archival Description (EAD), xml-based finding aids
- Launch delays
- Abbreviated Usability Testing period



The Solutions

- Creation AdHoc Data Remediation subcommittee
 - Qual Site
 - Tracking reports
 - Guide to Migration
 - Buddy System
 - Video Guides and documentation
- Reallocation of funding for a remediator
 - Completed remediation of over 1700 xml finding aids
- WebTech created 2 user surveys for UX testing (long/short)
 - Transitioned from planned in person testing to virtual
 - Managed/track ongoing testing and feedback of TARO2 site



The Thanks

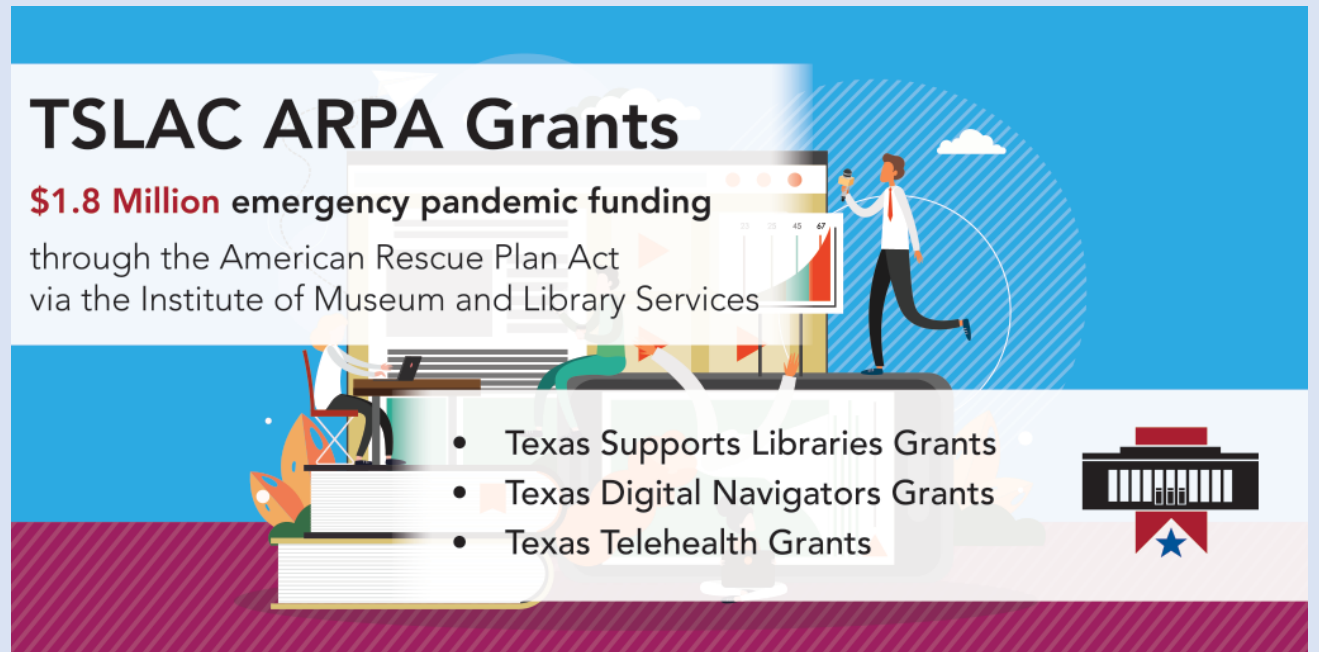
- Valkeriy Development team
- TARO Steering Committee members
- TARO subcommittee volunteers
- TARO repositories representatives and stakeholders
- NEH
- THRAB



The screenshot shows the TARO website interface. At the top left is the TARO logo, which includes a blue box with a yellow envelope and a white Texas map, followed by the text "TARO Texas Archival Resources Online". To the right of the logo is a search bar with the text "Search Finding Aids" and a search input field containing "Search...". Below the search bar is a "Limit By Repository" section with a dropdown menu showing "Limit by repository...". At the bottom of this section is a checkbox labeled "Limit Results to Digital Objects" which is currently unchecked, and a blue "Search" button. Below the search bar is a dark blue navigation bar with the following links: "Home", "Browse By" (with a dropdown arrow), "Map", "About", and "Search". The main content area has a light blue background and features a "Welcome!" heading. Below the heading is a paragraph of text: "TARO (Texas Archival Resources Online) makes descriptions of the rich archival, manuscript, and museum collections in repositories across the state available to the public. The site consists of the collection descriptions or 'finding aids' that archives, libraries, and museums create to assist users in locating information in their collections. Consider these an extended table of contents which describe unique materials only available at the individual repositories. In most cases, the collections themselves are NOT available online."

The Next Steps

- Thanks to ARPA funds, we have another 9 months, January 2022-September 2022 to keep developing the website
- Write and present 3-year strategic plan to TARO members
- Project participants continue to demonstrate work at conferences and meetings
- Networking with peer organizations, connections with national level initiatives
- Member training
- Repository-led edit of controlled access terms

A graphic titled "TSLAC ARPA Grants" with a blue and white background. It features a man in a white shirt and tie running while holding a microphone, standing next to a large screen displaying a bar chart with values 35, 38, 45, and 67. The text "\$1.8 Million emergency pandemic funding" is in red, followed by "through the American Rescue Plan Act via the Institute of Museum and Library Services" in black. Below this, a list of grants is shown: "Texas Supports Libraries Grants", "Texas Digital Navigators Grants", and "Texas Telehealth Grants". The graphic also includes a stack of books, a laptop, and a stylized building icon with a star.

TSLAC ARPA Grants

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